



RICHTER'S GREENHOUSE
507 Hoffman Street
Hammond, Indiana

Phone Westmore 1-9441

Wholesale and Retail Growers

RETAIL SAINTPAULIA PRICE LIST - FALL 1957

In response to many requests, we are including ROOTED CUTTINGS in our retail price list, in addition to our usual listing of strong young plants grown in 2" pots. By shipping out rooted cuttings we can supply some of the newer varieties much sooner.

ROOTED CUTTINGS are grown in a sterilized rooting medium, and except for some of the very newest varieties, will have the young plantlets showing, ready to be grown on or even ready to pot.

PLANTS are in healthy, vigorous growing condition, in 2" pots, mostly multi-crown, grown in sterilized soil. Our greenhouses are state inspected.

All orders will be given careful personal attention, and we will select the best plants available in the varieties you order. Since our stock varies from time to time, please list at least one substitute in each price class. If you do not list substitute, we reserve the right to substitute (if necessary) a variety of equal or better quality. Minimum order \$3.00, postage extra.

Orders will be shipped Insured Parcel Post, Special Handling. Because of high Parcel Post charges and packing costs, we must ask that you include 75¢ extra on orders under \$10.00. Regular postage will be paid by us on orders amounting to \$10.00 and over. If you wish order sent SPECIAL DELIVERY, please include an additional 50¢ or a total of \$1.25 shipping charges. For your own protection, please remit by check or money order. No C.O.D. orders will be sent. We pack plants very carefully, but if they arrive broken or damaged due to rough handling enroute, we cannot be responsible. You must make claim at your local Post Office. NO SHIPPING NOVEMBER THROUGH MARCH, or until weather permits in the fall or early spring. The Post Office will allow no claims for freezing damage.



Following are our own introductions:

NEW INCOMES: ROOTED CUTTING \$1.00 PLANT \$1.25

BON-BON - Dainty semi-miniature. Clusters of pink double blooms held well above pretty girl foliage.

CHARMIN - Large beautiful lilac-pink single with white eye. A blue ribbon winner at the 1957 convention, and a real beauty.

DAPHNE - Beautiful full double pink, profuse bloom. Easy to groom to a nice symmetrical plant.

VIV - The "reddest" pink of them all, so far. Very outstanding color.

ROOTED CUTTING 85¢ PLANT \$1.00

CHERRY ICE - Very distinctive color, deeper than pink, verging to red. A blue ribbon winner at the 1957 convention.

PINK CROWN - Fully double pink, with extra high flower count. Mature plants will often produce two flowering stems per petiole.

VANITY FAIR - Lovely extra large clear pink single, with deeper eye.

VELVET MISS - Velvety wine-red petals, tipped with a deeper color.
Lush and lovely.

ROOTED CUTTING 65¢ PLANT \$1.00

BETTER TIMES - Lovely double pink, dark foliage.

CALIFH - Deep velvety red, full double blooms.

CALUMET BEACON - Large blue and white double, rounded spooned foliage.

CHERRY DELIGHT - Deep, intense crise pink, profuse bloom.

COLONIAL PINK - Clear pink single, profuse on bloom. Dark foliage.

DARK CLOUD - Deep purple fluffy double.

FINELINE - Lavendar semi-double, with fine white edge.

GLORIA - Deep pink semi-double.

HIGH TIDE - Lavendar double, extra high flower production.

IRIS - Distinctive light blue crested bloom, lovely dark foliage.

LULUROSE - Semi-miniature, with full-sized double blue-purple blooms tipped with white.

MELBA - Reddish-lavendar double.

MISCHIEF - Excellent full double, each stem a bouquet. Color will vary from white, to shaded white and lavendar, to deep lavendar.

PARTY GIRL - Semi-double pink, pretty modified girl foliage.

SINBAD - Clear double pink, shaded deeper pink toward center.

SKYLINE - Pale blue edged with white, girl foliage.

SPINDRIFT - Beautiful large pink single. Mature plants will often produce two flower stems per petiole. Excellent.

SPLASH - Deep rose-orchid bloom with blue splashes. Foliage dark.

VALOR - Excellent deep glowing purple single, shiny slightly spooned foliage. Very large bloom, and often two flower stems per petiole.

WHITE GLOW - Beautiful free-blooming white single, with just a trace of pink flush toward center of bloom.

ROOTED CUTTING 45¢ PLANT 75¢

BLU-WHITE - White with clear blue edge. Light green leaf.

CURLY TOP - Dark blue bloom, girl foliage.

MY BEAUTY - Large variegated blue and white single, velvety foliage.

PALETTE - Variegated white and orchid single, bright green foliage.

SNOW PRINCE (Improved) - Our reselection of a favorite large pure white.



RICHLER'S GREENHOUSE, RETAIL SAINTPAULIA PRICE LIST, Page 3, Fall 1957.

Following is our listing of plants originated by other growers:

NEW RELEASES: ROOTED CUTTING \$1.00 PLANT \$1.25

DRESDEN DREAM - Pink, heavily fringed with a definite chartreuse edge. Beautiful very wavy dark foliage. Outstanding.

PINK MIRACLE - Pink, with a slightly frilled deeper pink edge and deeper pink eye. Excellent.

STAR PINK - Lovely star-shaped bloom of clear pink. OUTSTANDING.

TATONKA - Excellent purple double, velvety dark foliage.

ROOTED CUTTING 85¢ PLANT \$1.00

PENNY SUE - Fringed bright blue single, wavy foliage.

ROSALINDA - Semi-double frilled lavender.

STEPHANIE - Pale pink fringed bloom, bronzy foliage.

THUNDERHEAD - Extra large pure white single. Supreme foliage.

WHITE GODDESS - Frilled white single, girl foliage.

ROOTED CUTTING 65¢ PLANT \$1.00

BLUE ABUNDANCE - Bright blue double, nice dark foliage.

DROPS O' WINE - Dark red double. Excellent.

EVELYN JOHNSON - Large double pink, lovely girl foliage.

FRILLED ROSETTE - Excellent frilled double pink.

GRAND CHAMPION - Large rose-pink double.

HOLIDAY - Very deep pink double, very dark foliage.

PINK CARESS - Fringed pink, very lovely dark foliage.

PINK CELEBRITY - Pink double on modified girl foliage.

PINK PETTICOATS - Very deep pink double, modified girl foliage.

POLLYANNA - Frilled reddish lavender single, bronzy girl foliage.

STRIKE ME PINK - Pretty pink double, bronzy modified girl foliage.

VAN DILLY - Deep pink, very dark rounded foliage.

WHITE ORCHID - Fringed white, beautiful wavy light green foliage.

WHITE PUFF - Lovely fluffy white double, pale green foliage.

ROOTED CUTTING 45¢ PLANT 75¢

Berniecc	Friar Tuck	Hectorc	Sea Queen
Bluc Rosette	Great Lakes	Minnesota	Sea Sprite
Boyce Edens	High Noon	Ohio Bountiful	Snow Fairy
Chaska	Lavendar and Lace	Pink Ideal	St. Louis
Dble. Pink Girl	Lavendar Beauty	Pink Lagoon	Tonka Delight
Elmanda	Mary Thompson	Pink Swan	Velvet Empress
Frivoletta	Mayfair	Red King	Violet Beauty

AFRICAN VIOLET SEED

Plants raised from seed are free-blooming, husky plants at a minimum of expense. Each one different, each one lovely. Blooming plants can be raised from seed within 6-9 months after the seed germinates. Free cultural instructions included with each packet of seed.

HYBRID MIXTURE - Mixture of colors, singles and doubles	\$1.50
PINK SEED - Will produce almost 100% pink	\$2.00

